



**NEWS RELEASE
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**SAN JOSE CVB, TEAM SAN JOSE NAME ROBERT MARX AS NEW
DIRECTOR OF MARKETING**

Extensive Tourism, Destination Promotion Experience Will be Asset for San José



Robert "Bob" Marx
Director of Marketing

SAN JOSE, CALIF. – August 3, 2005 – The San José Convention and Visitors Bureau (SJCVB), the marketing arm for the city of San José and Team San José, the public benefit corporation responsible for operating the city's convention and cultural facilities, today announced that Robert "Bob" Marx, a seasoned hospitality-marketing expert, has been appointed Director of Marketing. In this position, Marx will manage the development of marketing staff, programs, and services in support of the bureau's and Team San José's overall economic mission, working closely with a staff of 10 professionals.

Marx brings over 25 years of tourism, travel, and destination marketing experience to the position. Most recently, Marx served as president and chief development officer of Reed Roberts Marketing Communications, a firm with offices in Atlanta and West Palm Beach. Under Marx's leadership, the company provided comprehensive hospitality sales and marketing consulting to companies such as Marriott, Westin, Ritz-Carlton, and Choice Hotels. Previously, Marx held sales and marketing positions with the Sheraton Corporation, where he helped raise regional sales by 33 percent. He was also involved in the marketing efforts for the 1996 Summer Olympics in Atlanta.

"Bob's leadership and vision will serve the bureau well," said Dan Fenton, president and CEO of the San José Convention & Visitors Bureau. "In order to continue its growth and prominence as a premier meeting and convention destination, San José must find innovative campaigns to

increase its visibility and foster expansion into new and growing markets. With his decades of experience, Bob will be an asset to such future efforts.”

Marx has also served as an adjunct marketing instructor at several universities, including Auburn, Georgia State, and Northwood University’s Florida campus. Additionally, Marx has been a frequent presenter on marketing and customer service for the hospitality industry.

“Marketing is a key component to increasing San José’s visibility,” said Marx. “I look forward to the challenge of guiding the overall marketing goals of both the bureau and Team San José. To start, we want to spread the word to meeting planners and groups that we have a much more comfortable and simplified way of doing business in the nation’s 10th-largest city.”

Marx holds a bachelor’s degree in education and business from Bowling Green State University and an MBA in marketing from Prescott University.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau’s *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

About Team San José

Team San José, a public benefit corporation, was founded in December 2003, for the exclusive purpose of ensuring that the City of San José’s six convention and cultural facilities are managed more efficiently and responsive to customer needs. The Team San José Board of Directors is composed of local community stakeholders, including hoteliers, organized labor, cultural arts groups and the convention and visitors bureau. These stakeholders share in the sales and marketing of the facilities, and ultimately, the collaboration will enhance customer experience, reduce operating costs and improve the overall economic impact to San José businesses.

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